

ABSTRACT

The present invention provides a means for maximizing the presentation of a snack food product in the form of pieces or chips and a dip-condiment therefor, while optimizing the use of scarce resources such as shelf space, transportation space and packaging materials. The kit comprises packaging a plurality of snack pieces in a container that are conducive to dipping with a dip-condiment and a tub that contains the dip-condiment attached to the container. The kit of the present invention has a space efficiency greater than about  $0.1 \text{ g/cm}^3$ . More particularly, the plurality of snack pieces are placed in a nested arrangement within the container.